

Inside

Responding to our customers

at Moody on the importance of consumers evaluating the substance behind audience response technology. Page 4



Strategies to beat the downturn

Margot Douaihy on ways to capitalise on the current downturn despite revised expectations on luxury and retail spending. Page 8

Russia report

Dan Goldstein reports back from a Russian governor's mansion and an installation that combines both conference and chillout. Page 18

Floor plans

includes an overview of the entire RAI complex as well as exhibitor locations for each hall. Page 21

Exhibitor listing

our A-Z guide to the show. Page 23

ISE is a joint venture partnership of:

InfoComm
INTERNATIONAL

CEDIA
CUSTOM ELECTRONIC DESIGN & INSTALLATION ASSOCIATION

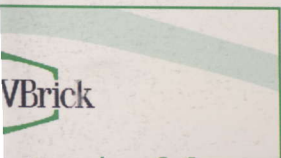
The ISE Daily is published by:

IE
INSTALLATION EUROPE

United Business Media

More ISE Daily news at
www.showdaily.biz/ise

Distribution of The ISE Daily is sponsored by:



CEDIA connects with KNX

CEDIA Region 1 has teamed up with the **KNX Association** in a reciprocal membership agreement that the two organisations hope will further boost industry growth.

"There is already a strong crossover between our organisations and so it makes perfect sense for us to be working together," stated Wendy Griffiths, CEDIA Region 1's executive director. "This agreement will help CEDIA and its members to talk, educate and share ideas with members of the KNX Association and vice versa."

KNX is an emerging worldwide standard for all home automation applications, ranging from lighting and shutter control through to audio, energy management, security and more. Its 150 member companies produce over 7,000 certified products, and momentum behind it is building impressively.

"We had 45 new members last year, and in 2009 already 11 companies have joined our organisation," commented KNX director Heinz Lux. "This relationship with



Wendy Griffiths, executive director, CEDIA Region 1 and Heinz Lux, director, KNX

CEDIA will be a big plus and our members

"It can only be added Griffiths. "We educate people regarding automation is about, ment will assist us education program to build on our com Region 1 to provide logy, professionally in

A formal press announce this arrangement held today at 12.30.

Stand: 1H113



SR-Simulationscenter's Stephan Rudolph demonstrates the Smart Driving Simulator. A converted Smart car, it is a fully featured 3DOF motion simulator with on-board PC, 5.1 surround sound and a 55in windscreen projection system powered by a Sanyo projector. Rudolph estimates that nearly 50,000 drivers have used the three Smart units worldwide, and the company has also engineered simulators based on the BMW M3 coupe and even a John Deere tractor. Hall 10

InfoComm UK and Ireland on the move

It was going to take a lot more than the few centimetres of snow that brought the UK's transport system to a halt to prevent Chris Lavelle from being at his first ever ISE. Lavelle is the new regional manager for the UK and Ireland for **InfoComm International**, having taken over from Geoff Turner in September. Already, he has presided over an office move – from St. Albans to Hemel Hempstead – and has brought about a number of innovations for the UK's InfoComm membership.

Perhaps foremost among these is a series of roundtable events, with the first five taking place in London, Birmingham, York, Edinburgh and Dublin in the spring. "My absolute top priority is membership involvement," said Lavelle. "InfoComm is nothing without its members, and their input is vital." He sees the roundtables as networking events, but also as an opportunity to raise and discuss issues that are of general



Chris Lavelle, regional manager for the UK and Ireland, InfoComm

concern. "We'll plan to know what those issues do what we can to ensure be resolved," noted Lavelle. Another program Lavelle is bringing to the USA is a series of roundtables for architects to help them stand the importance of building design. "They have to be familiar with plumbing, IT and so on. I want to help them understand how AV fits," he said.

Stand: 11K74

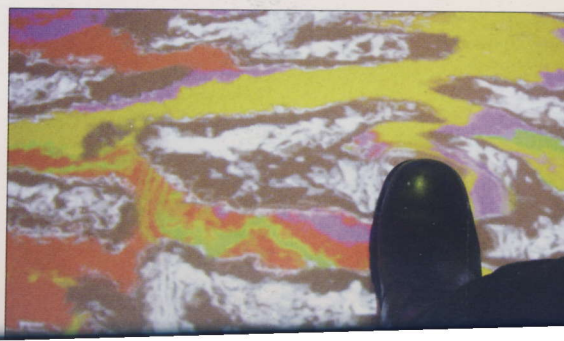
A walk in the Stark

Italian giant image projector manufacturer **Stark** is at ISE with two new interactive products on display, the Stark Wall Interactive and the Stark Floor Interactive.

Both are touchless systems which allow people to interact with video content – by combining a patented tracking system with data

of it being 'selected' from a library shelf. Another gesture allows them to easily flick through its pages. Or, alternatively, with Stark Floor, they can kick a virtual football on a virtual pitch under their feet, walk through animated puddles distorting company logos and so on.

Animations, of course, can be



AV Stumpfl in flight of fancy

Airbus commissioned Hamburg events agency Kontrapunkt to stage the hand-over of the first A380 wide-bodied jet to the Emirates airline, using a multimedia show under the control of 10 computers running Wings Platinum 3 multi-display production and presentation software from **AV Stumpfl**.

More than 500 guests gathered at the Airbus premises in Hamburg were treated to a show that included elaborate panoramic projections arranged by tst Gesellschaft für audiovisuelle Systeme, a media support company based in Berlin.

For the event, tst configured a system that provided soft-edged panoramic images from four Barco FLM R20+ projectors in conjunction with AV Stumpfl Wings Platinum 3 systems acting as master and slave, as well as redundant computers to ensure that nothing would stop the smooth running of the presentation. A particular challenge for the tst team was the very

short projection distance onto the roller screen, this being only 4.6 metres. The roller screen was raised during the grand finale to reveal the new Emirates Airbus A380 parked on the runway.

The projectors were positioned diagonally above the top edge of the image, so were virtually invisible to the spectators. As a result of this placement, it was necessary to adjust the projectors, so that the image was square at the corners, rather than trapezoidal.

The master/slave combination running Wings Platinum 3 supplied the media content of the show, including a high definition projection covering the entire width of the screen. As many as three picture-in-picture frames were embedded, again showing high definition images. Digital audio distribution and even the control signals for the roller screen were also handled by Wings Platinum.

Stand: 1H23



Wide sound field created by DeToma

Speaker manufacturers face numerous challenges in developing the optimum sound solution: efficiency, frequency, linearity of response, output power, driver design and physical size are just a few of those challenges.

One that is often overlooked, though, is the width of the sound field – and German speaker manufacturer **DeToma** has addressed that with the company's new V130 active ceiling speaker, which joins the E130

in DeToma's range. Both speakers use the DeToma Audio Lens System to deliver an unusually wide sound field of almost 170°.

Finished in brushed and anodised aluminium – in fact, each speaker is constructed from a solid block of aluminium – the V130 is circular, while the E130 is a square design. Both speakers – which are moisture-proof – measure 150mm across, and feature a 20mm tweeter and a 100mm woofer, delivering two channels of 35W RMS output and a frequency range of 75–20kHz.

For maximum flexibility, the active part of each speaker is detached in the form of DeToma's



This year's **Technologies for Worship Pavilion** – organised by *Technologies for Worship Magazine* (TFWM) – is hosting a number of demonstrations and seminars intended to inform house of worship technicians about the effective use of contemporary AV technology. The hands-on workshop programme will include a Digital Console Workshop by Yamaha that will enable attendees to mix from source material on the manufacturer's M7CL digital desks. Topics being covered during this year's seminar programme include facility lighting basics, loudspeaker selection and HDTV/camera components. There are also case studies drawn from European houses of worship. Finally, Williams Sound is giving away a new Hearing Helper T800 SYS FM Listening System, valued at around €1,200 (US\$1,600), at the TFW pavilion. **Stand: 5Q125/5R125**

Omega Glas interactive

We have all got used to the idea that, if we want to share visual information, we sit and look at a screen on the wall. **Omega Glas**, however, has a better idea in the form of its Vipro Interactive Table, which allows collaboration to occur more naturally.

Not only can the team sit around the table with the information between them – but with the optional touch control capabilities of the table, each team member can contribute equally. The Vipro Interactive Table has a diagonal of 67in, and is powered by a Sanyo PLCXL50 projector.

Options for control of the table include the eBeam System from Luidia, which, says the company, is a compact and simple-to-use interactive presentation system, with an

electronic pen allowing control of the PC and presentation.

A through-glass touch-surface has the necessary technology behind the rear projection screen, which Omega Glas believes guarantees the best vandalism safety and provides an elegant appearance. With a finger, you can steer and control the software. Also from Interactive Displays is the visual touch surface, which uses miniature cameras under the screen to offer the highest precision.

Also on show is the company's Vipro Interactive Board, a mobile conference or school board with a screen diagonal of 67in. Like the Vipro Interactive Table, it is powered by a Sanyo PLCXL50 projector. **Stand: 10M128**

Education Highlight

InfoComm

09:00 – 10:30 today
Room X

Planning videoconferencing infrastructures

After several years of effective stagnation of investments in larger infrastructures for videoconferencing, the availability of HD videoconferencing hardware, telepresence solutions and the ongoing battle on the unified communication field stirred up the markets worldwide.

In this InfoComm-organised seminar, Dr Ulrich Schwenn, the head of Videoconferencing Group, Computing Center Garching of the Max Planck

could be counteracted by planning and realisation of customer-tailored solutions," remarks Schwenn. "In this seminar we will discuss how to avoid faults of the past in regards to videoconferencing infrastructures as well as identify what is obligatory for today's videoconferencing projects."

The seminar's full title is *Planning and integrating videoconferencing infrastructures: are we prepared?* "We'll demonstrate how to survive in the area between endpoint selling and global players' complete solutions," Schwenn adds.

Dr Schwenn is also senior consultant and founder of consulting and planning company VIPLA. He received his PhD in Technol-